

DEFENDANT A	United States District Court Northern District of California
	Case No. <u>4:20-cv-05640-YGR</u>
	Case Title <u>Epic Games, Inc. v. Apple, Inc.</u>
	Exhibit No. <u>DX-3598</u>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk



Proprietary & Confidential



Smartphone Purchase Journey 2018

US Findings



P&E Marketing Analytics / October 2018

[go/us-purchase](#)

LINKS: [all 11 market reports](#), more team research at [go/android-insights](#)

Questions? email 

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

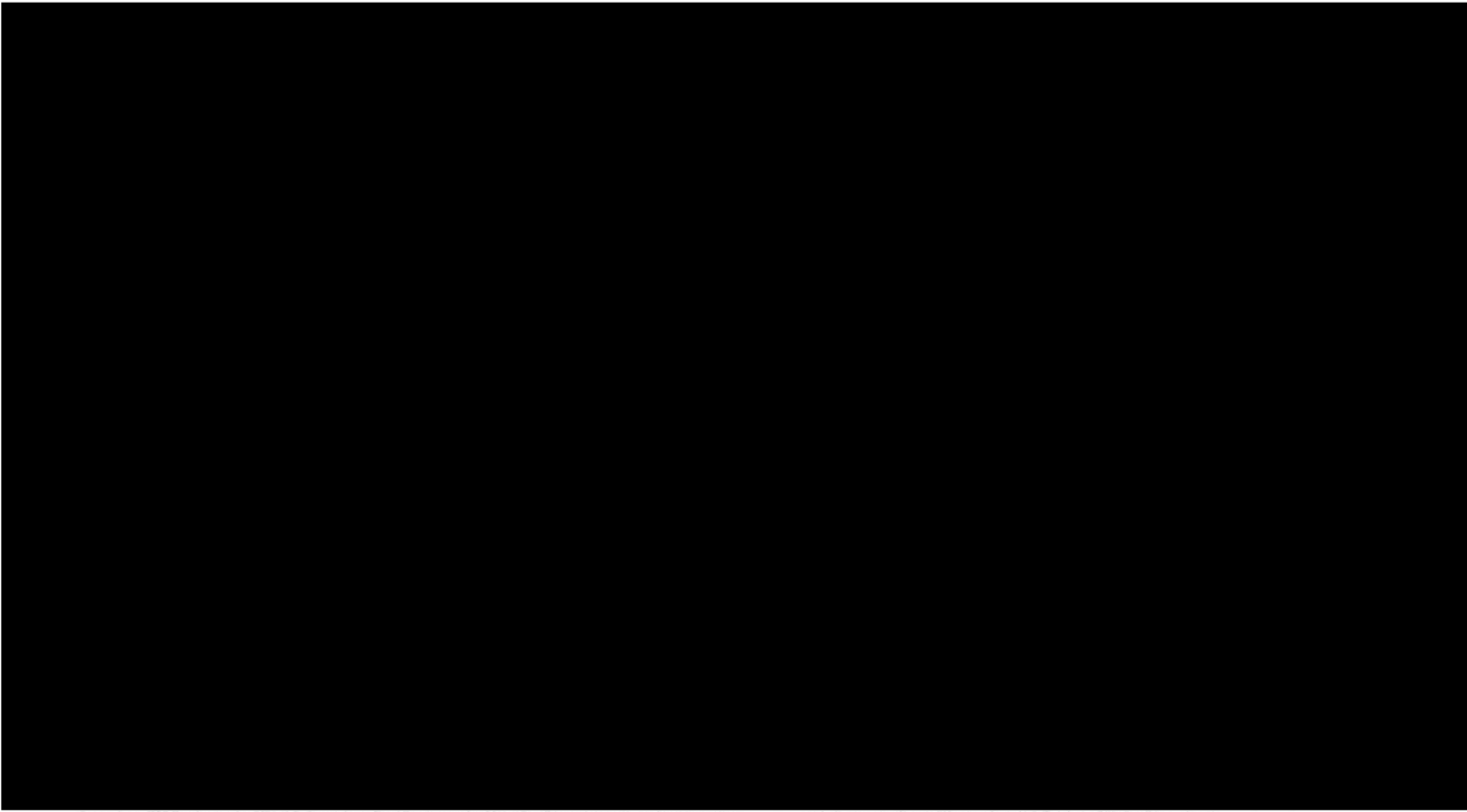
U.S. Smartphone Pixel Purchasers (n=36)*; *Small base. Interpret results with caution

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



Smartphone Z.T. Purchases (n=65)* U.S. Smartphone Pixel Purchases (n=36)* *Small base, interpret results with caution

1. Indicates significant difference from U.S. Total at a 90% Confidence Level

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

Purchasers Extremely Unlikely to Buy Android (n=328)

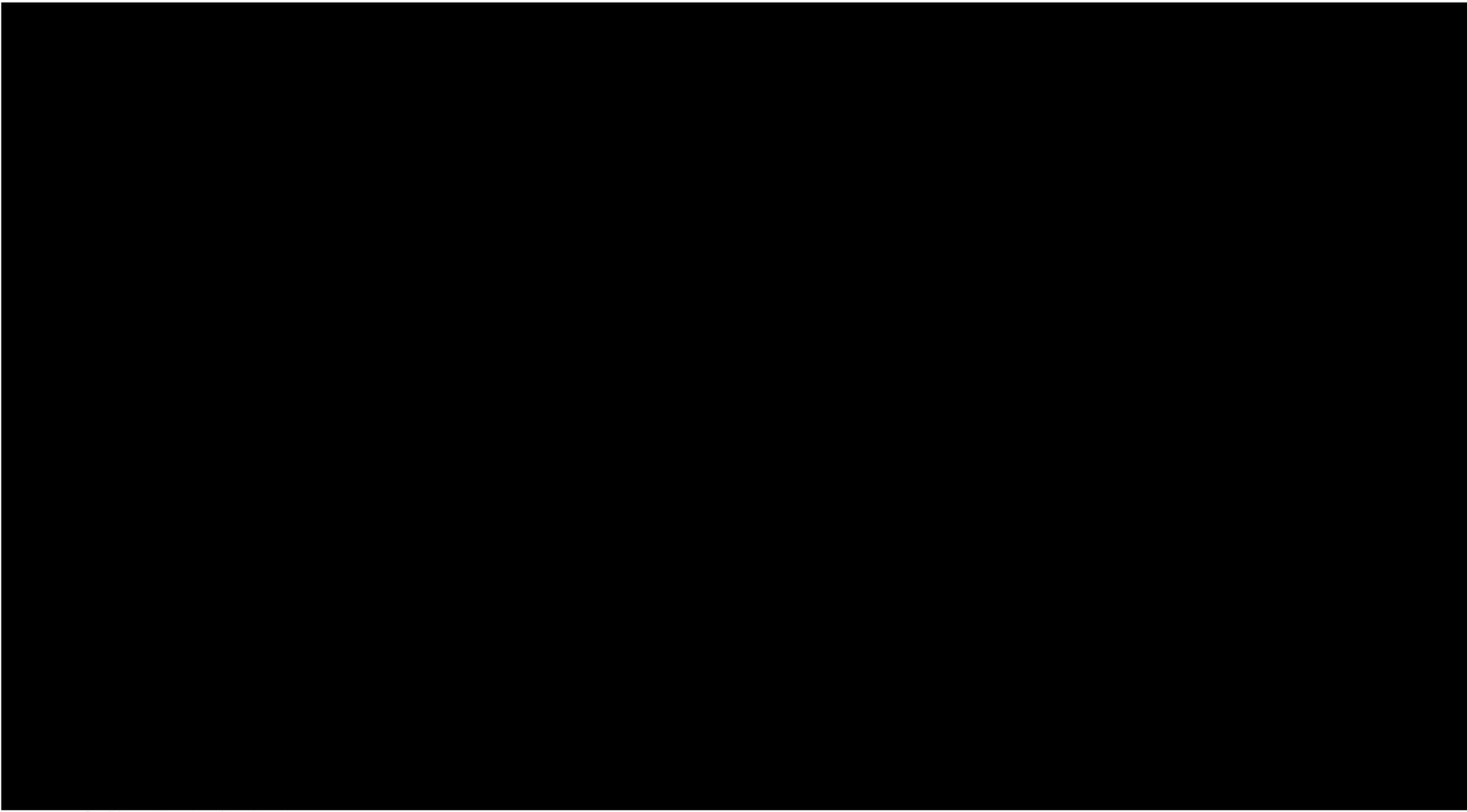
REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



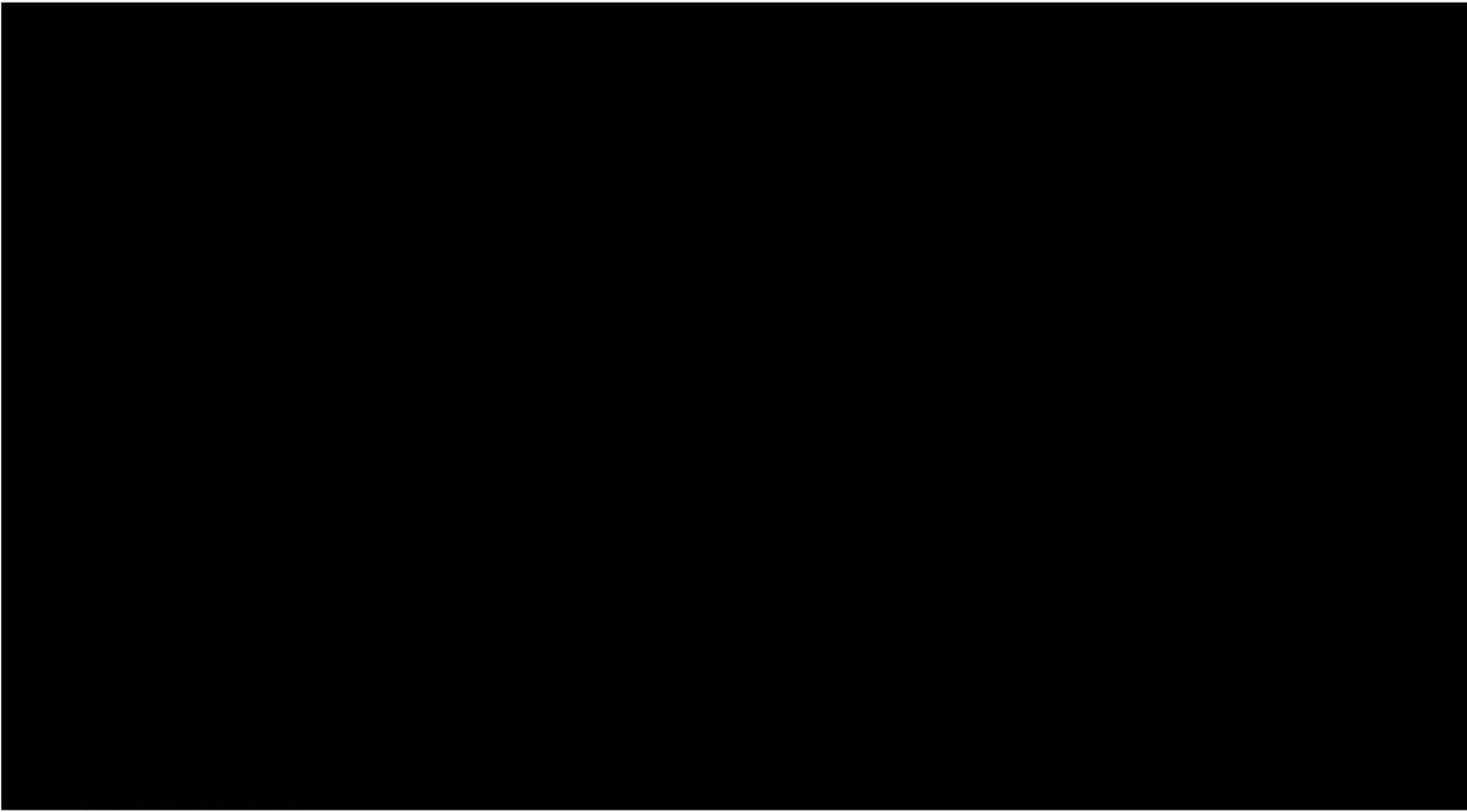
*Small base, interpret results with caution

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



*Small base, interpret results with caution

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



*Small base, interpret results with caution

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

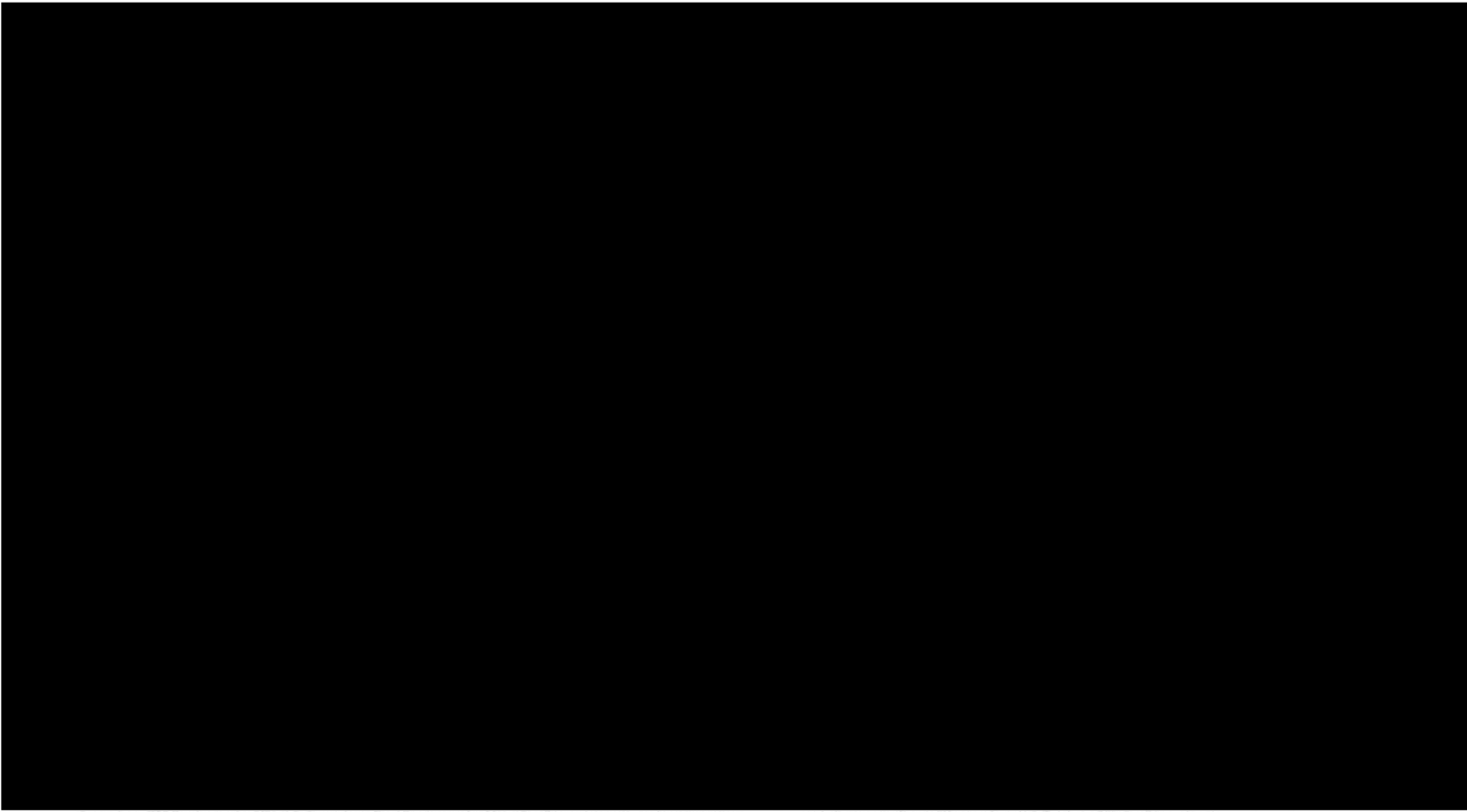
REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



Smartphone Z LT Purchasers (n=65)* U.S. Smartphone Pixel Purchasers (n=36)* *Small base, interpret results with caution

1. Indicates significant difference from U.S. Total at a 90% Confidence Level

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

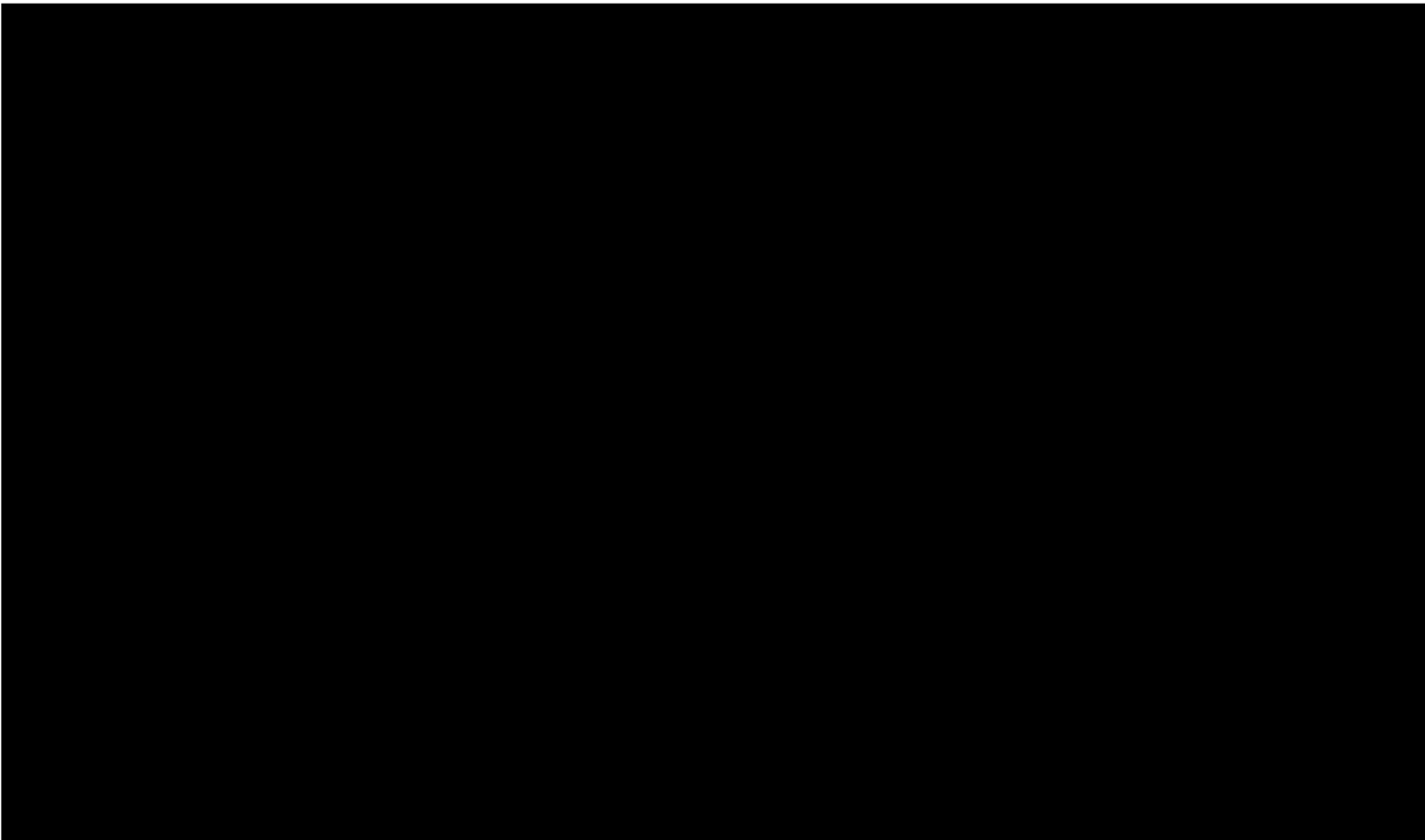
REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

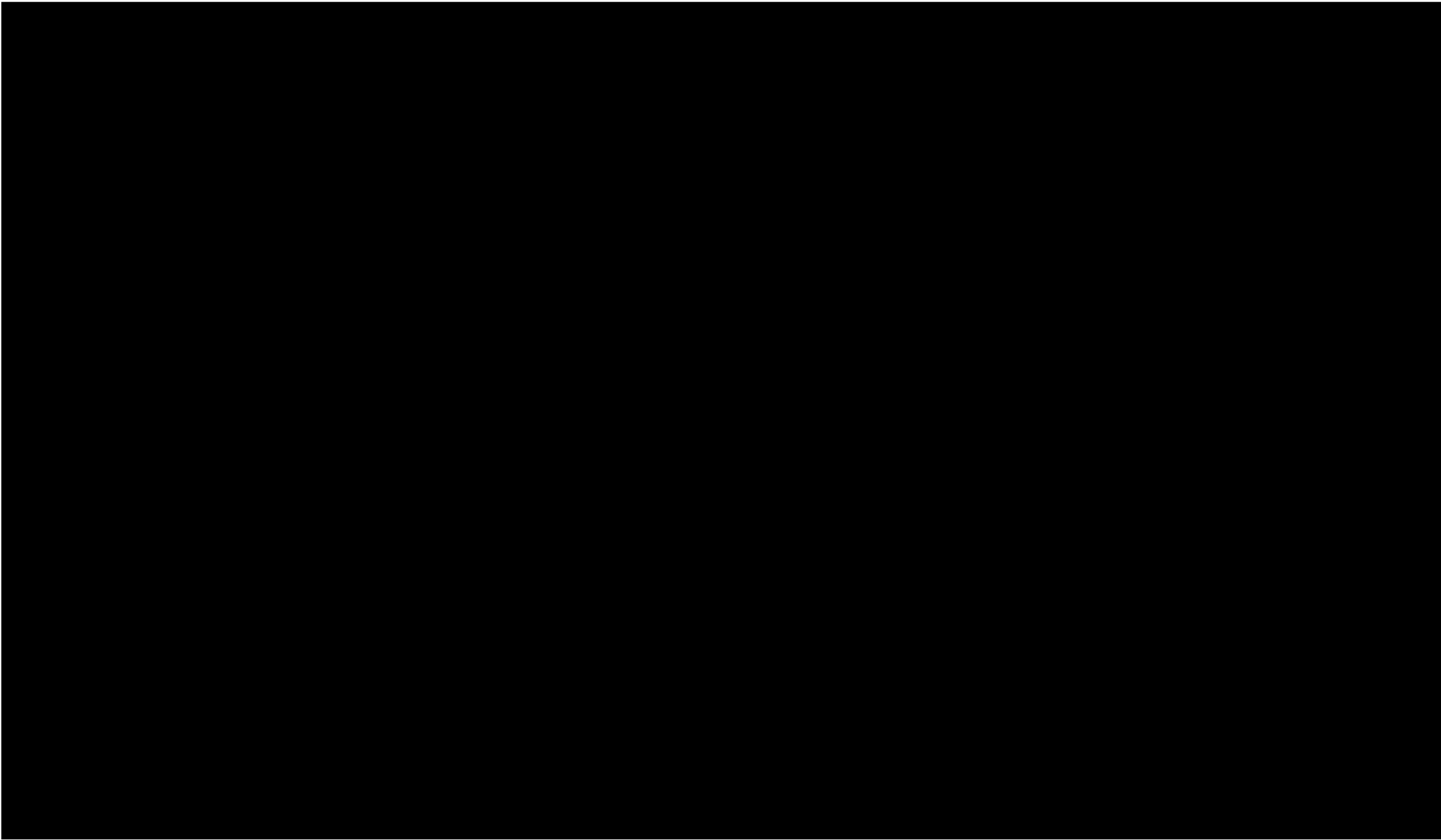
REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED

REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED



REDACTED VERSION OF DOCUMENT(S) SOUGHT TO BE SEALED